

THE CANADIAN COIN BOX and VENDING

LET'S GO!

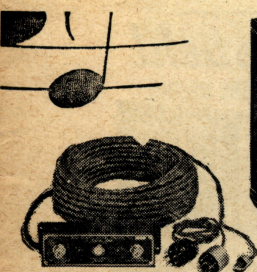
**OPERATORS join the Canadian Coin
Machine Industries Association now!**

YOU OWE IT TO YOUR BUSINESS
AND YOURSELF

SEND IN YOUR MEMBERSHIP AND CHEQUE
TO: **C. C. M. I.**

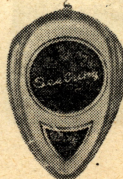
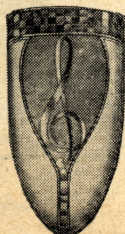
c/o CANADIAN COIN BOX, OWEN SOUND, ONT.

**JUNE
'48**



**Dual Remote
Volume Control**

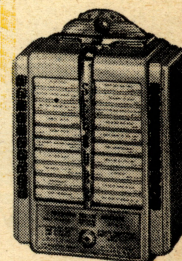
Volume in the Symphonola Speaker and all remote speakers in the location may be operated from a remote point. Records may be cancelled at a finger's touch. Volume may be predetermined and locked, preventing change by any unauthorized person.



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- That the quarters alone will pay for the 5-10-25c 3 wire wall-boxes.

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WALL
BOX**

BALDWIN DISTRIBUTING CO. LTD.

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"The complete Music System."

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

ATTENTION!

Kindly note that we are now in a position to fulfil promptly almost all your orders regarding POST WAR and pre war Pinball Games. Please write us concerning any further details on prices, etc.

LANIEL AMUSEMENT MACHINE EXCHANGE

ALL GAMES GUARANTEED IN "A ONE SHAPE" RAILS AND LEGS SCRAPED.

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1—Air Circus	150.00
1—All American	115.00
2—American Beauty (rev)	135.00
1—Arizona	150.00
2—Argentine	125.00
1—Bandwagon	115.00
1—Bally Boster Novelty	50.00
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2—Battle	105.00
2—Belle Hop	125.00
2—Big Parade	150.00
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1—Bombardier (rev)	135.00
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2—Clover	105.00
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1—Dude Ranch	85.00
2—Eagle Squadron	150.00
1—Five ten twenty	150.00

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1—Invasion (rev)	155.00
2—Jungle	135.00
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2—League Leader	85.00
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1—Metro	75.00
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4—Monicker	125.00
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1—Oklahoma	250.00
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1—Pick 'em	85.00
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1—Pin Up Girl	150.00
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2—Zig Zag	125.00



LIGHT TONE ARM

We are pleased to state that the Pfanstiehl firm has officially appointed us as distributor of their Pfanstiehl phonograph needles throughout Canada.

We have now on hand a complete supply of Pfanstiehl needles such as, *special* for light tone arm and the *regular* for heavy tone arm; therefore any orders you may favour us with, will receive our prompt and careful attention.

SPECIAL OFFER With every purchase of (25) Pfanstiehl needles a Postalett weight scale will be given to you "FREE". Kindly bear in mind that this marvellous Postalett will be a great Protection and also very economical on your records and will produce a better work in sound. This offer is certainly valuable, for you; so make sure to order soon . . .

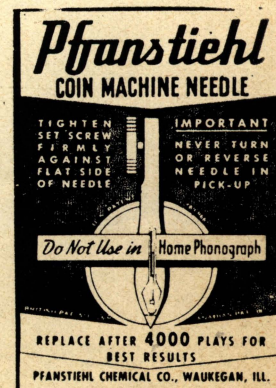
Our prices are from:

1 to 20	.55
20 to 50	.50
100 and over	.45

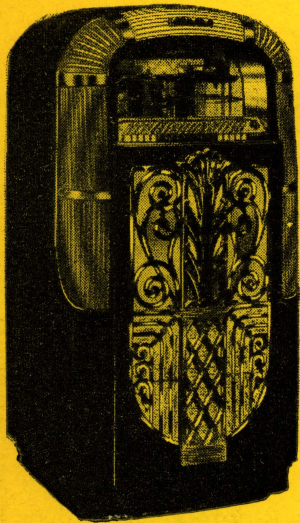
WE HAVE ON HAND A
SERIES OF 25 & 50 MAS-
TER LOCKS AT \$1.75 ea.



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1807-15 Notre Dame W., MONTREAL 3, QUE.



HEAVY TONE ARM



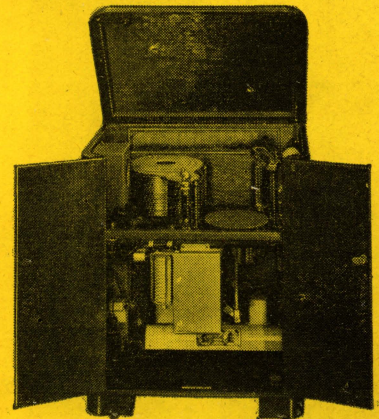
The PHONOGRAPH
That Sells—
MUSIC

NEW POLICY!

Sub Dealer Price on All
New Rock-Ola Phonographs
and Supplies.

We are Eliminating All Jobber
Outlets.

Limited Stock on Hand.



MODEL 1424
PLAYMASTER

USED MACHINES IN GOOD CONDITION

Seeburg Rex.	\$ 175.00
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Wurlitzer 700	450.00
Wurlitzer 800	450.00
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Personal Music Boxes	\$20.00
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8 Wire Cable per foot06½
5 Wire Cable per foot05
4 Wire Cable per foot04½
30 Wire Cable per foot18
Adaptor for Rock-Ola	51.00

(Genuine Rock-Ola Parts)

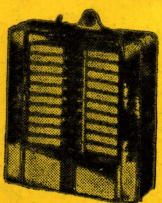
New Debit-Credit Conversion Kit
Installed Free On All Rock-Ola Phonographs... Write

OUR NEW POLICY IS TO CLEAR THE
'GREATEST AMOUNT OF EQUIPMENT
AT THE LOWEST PRICE.

WE WILL BUY YOUR ENTIRE EQUIPMENT

REFERENCES

Dun and Bradstreet, Royal Bank of Canada



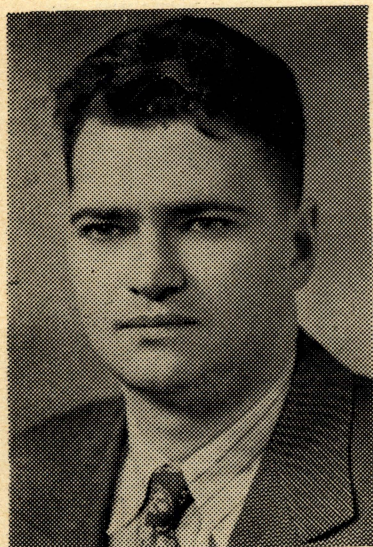
MODEL 1530 WALL BOX

Mortimer Sales Co.

1269 AMHERST STREET

Phone: AMherst 1400

MONTREAL, QUE.



Editorial



by a Leading Personality in The Industry

The purpose of Public Relations is to secure the good will of the public for the entire Coin Machine Industry. We want every Canadian to know that coin-operated music, coin-operated vending and coin-operated amusement, represents universal, economical and convenient forms of public service. These products are made for the people. The people like these products. But we also have to cultivate friendly relations with 'uninformed critics'. These 'misinformed critics' must be made to realize that the public **likes and wants coin-operated equipment.**

Every coin machine man is actually a public relations man! Every day more and more operators, distributors and employees are realizing this fact. Nowadays, even when your girl friend, wife or daughter hears a slur cast on the coin machine business, she immediately presents a serious defence and gives the uninformed critic a new and better interpretation of our Industry.

Always Remember—You are a public relations man whether you know it or not, whether you admit it or not. It is an obligation of every coinman in Canada to become a member of the C.C.M.I., and help support this official organization to further good public relations in the Dominion.

When you work as a public relations agent and member of the C.C.M.I. you are not working altruistically, but directly and surely for your own profit. Public relations is the modern thing. And every coin machine man long ago learned he has to be modern to survive and prosper!

We now have natural and vital leadership in the C.C.M.I. in the person of Eddie Sargent. Being the youngest Mayor of any city in Canada is just the beginning of his successful career in public life. Eddie Sargent is now running as a Member of Parliament. We, the coinmen in western Canada, are proud of him, and sincerely hope that his political campaign is successful. We need men of his calibre in Parliament. We know that Eddie Sargent will raise a strong voice, whenever necessary, as a public relations officer, for the benefit of the Coin Machine Industry.

Signed
ALLAN PULLMER

The CANADIAN COIN BOX

JUNE 1948

Vol. 2, No. 10

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Chicago

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10th of Each Month
Rates on Request



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per location

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HERE IS WHAT YOU RECEIVE IN RETURN

- The first step towards a Public Relations Program for our Industry in Canada!
- An *organization* that will work to get favourable legislation for the Coin Machine Business.
- A crest bearing the C.C.M.I. membership for your stationery.
- A *UNION* that will fight for rights.
- A Program and Plan for the Future.
- A Part of an Industry you are proud to be a member of!

LET'S LOOK AT THE FACTS

(Reprinted from Billboard)

In recent weeks there has been a resurgence of discussion relating to the matter of a 10-cent play. This revival of the issue comes at a time when the operators of music equipment are being affected, seriously so, by regional and industry-wide conditions that have hit them right where it hurts the most—in the pocketbook.

There is no argument that increased income for the operator is the uppermost problem to be solved in the business today. Everyone agrees that in theory the 10-cent play sounds good. So does a guarantee off the top from the weekly take, with commissions over and above the guarantee. So does a higher commission rate for the operators.

But the juke box business is operated on fact—not theory. What might sound good on paper, or in a discussion group, may not work out in practice.

Can it work? The question that must be answered before any industry-wide policy such as a switch to dime play can be formulated, has been left unanswered in much of the recent talk about 10-cent play. Instead, reports have been circulated leading to the creation in some quarters of an erroneous impression that all industry leaders, including distributors, operators and operator associations, are firmly behind a movement to bring about a 10-cent play in the phonograph field.

Actually, these reports are unfounded. True, there are some isolated cases in various sections of the country where 10-cent play has worked out. But they are few and far between, and the circumstances which have made these operations successful can not, and are not, applicable to the general music route.

This is fact—attested to by men whose activities have been synonymous with the coin-operated music machine industry since its beginning. Even the newer members of the industry have but to go back one year in their memory to recall a similar attempt to push 10-cent play, and that memory is not one they readily wish to recall. For it cost many operators hard-earned cash from an already dwindling income (as compared to wartime grosses) to discover that "you don't have to lock the stable door after the horse has run away."

The **Billboard** has, in the face of these recent

conflicting reports, made a spot survey in representative areas thruout the country in an endeavour to present the trade with a factual, responsible view of the situation—a view expressed by the men in the industry who should know whether or not a 10-cent play is feasible now, or in the future. In these columns in this issue, and again next week, detailed results of the survey will be presented.

Every operator has a right to his own opinion. Whether or not he likes the idea of a 10-cent play is not important industry-wise. But whether or not he can make it work is of importance to every other operator in the field. That the majority of them know or feel 10-cent play is not possible can be seen from a sampling of answers to the survey:

"Dime play is not the answer to the music machine business today."

"We doubt very seriously if it would increase the revenue."

"A year ago 10-cent play failed practically without exception. Conditions are even worse today."

"Virtually impossible."

"Just isn't in the cards."

"Would be unprofitable in all locations."

And so on down the line where the average music route is the rule—the specialized route the exception.

There is no room for a side-line or grandstand coach in the coin machine field. Long years of experience, active route operation in both good and bad times, and the know-how that comes from earning a living in the trade over a long period of time are the only qualifications that can be accepted in formulating important policies.

Ten-cent play is an important policy.

The men whose views will be presented in this study of the 10-cent play question in The Billboard are men who qualify as coaches.

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Beautiful, highly polished metals with plastic inserts. Install metal windows now and save dollars in plastic replacements.

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Packard New, 5c or 10c	59.50
Packard Used	42.50
Rockola New	59.50
Seeburg Adaptors New Buckley	49.50
Wurlitzer, 3-wire 5-10-25c	14.95
AMI Adaptor	35.00
Wurlitzer Adaptors	57.50
Seeburg Organ Speaker 15"	39.50
Fantasy Lite Up Speaker	23.50
Drum Major Lite Up	24.75
Buckley 20 & 24 Record Used	9.50
New Buckley Chrome	42.50
Buckley Silver & Gold Chrome	
20-24-32 Rec., Lite Up	19.50
Seeburg	24.50
Solotone Boxes New	27.50
Solotone Boxes Used	19.50
Personal Music	19.50
Solotone Location Amplifier New	99.50
Solotone Location Amplifier Used	69.50

ONE BALL

Sport Special F.P.	\$295.00
Dark Horse	325.00
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Blue Grass	375.00
Ak-Sar-Ben, 6 Multiple Pay Out	275.00
1-2-3 Pay Out and Free Play	125.00
Skunk Pay Out	95.00
Credit Pay Out	75.00
Preakness DeLuxe Pay Out	150.00
Many Others — WRITE	

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Superior Mystery 3-5 Pay Out	\$ 65.00
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Rockola 10c	120.00
Mills Futurity 5c	125.00
Jennings 25c Comet	90.00
Mills Qt. 5c	75.00
Mills Vest Pocket 5c	75.00
Pace 5c	100.00
Bally 5-25 Double Play	275.00
Jennings 5-10-25c Triplex Chief	250.00
Mills Free Play Slot 5-10-25c	325.00
Jennings Free Play Slot 5c	250.00
Pace Free Play Slot 5c	300.00
Pace Comet	175.00
Mills Golden Falls New	450.00
Jennings New Standard Chief New	425.00
Bally Bell, 5-25c like new	275.00

PHONOGRAPHS

24C Wurlitzer	\$375.00
500 Wurlitzer	395.00
750 Wurlitzer	675.00
750E Wurlitzer	725.00
800 Wurlitzer	650.00
780 Colonial	650.00
1015—1947	975.00
Counter Model Wurlitzer	175.00
Hi-Tone Seeburg El. Selector	500.00
Colonel El. Sel. Seeburg	500.00
Vogue Seeburg	375.00
Classic Seeburg	350.00
1—46 Seeburg	875.00
Mills Throne	250.00
AMI Top Flight	225.00
Rhythm Master Rockola	195.00
Windsor Rockola	229.99
Monarch Rockola	350.00
Standard Rockola	350.00
DeLuxe Rockola	450.00
Super Rockola	499.99
1422—1947 Rockola	775.00

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Attention	65.00
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Ocean Park	60.00
Super Charger	50.00
Limelight	75.00
Cowboy	50.00
Bowling Alley	100.00
Drum Major	75.00
Horoscope	80.00
Mascot	75.00
Bounty	50.00
Pick-Em	60.00
Congo 1 or 5 ball	65.00
Convention	75.00
Lite-A-Card	125.00
New Champ	60.00
Big Chief	95.00
Roxy	55.00
Flicker	75.00
Banner	75.00
Hold Tight	65.00

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Rockola	299.99
Wurlitzer 24	375.00
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Sheet Plastic 20x50 Red	7.95
Phanstiehl Needles 25 or more	.44
Berman Pin Game Lift Shop Truck on Wheels	89.95
Jacobs Replacement Tone Arm for all model Wurlitzers, W-10	17.50
Wurlitzer Volume Control Keys	.05
Wurlitzer Star Wheels	.29
Wurlitzer Dumbbells	.29
Wurlitzer Tone Arm Screws	.15
Wurlitzer Main Fibre Gears	2.95
Wurlitzer Worm and Drive Gears	2.00
H.D. Rectifiers	8.75
Bell Time Clocks	2.75
25 Cycle Gears	5.00
Mallory Genco Rectifiers	7.50
60 cycle motors for all phonographs	24.50
25 cycle motors for all phonographs	34.50
30 wire Cable, rat and water proof per foot.	.25
Wurlitzer Genuine Crystal Conversion Pickup for Model 800, 750, 700, 1015	10.95
Wurlitzer Complete Tone Arm and Pick Up	9.95
Jacobs Replacement Tone Arm for Wurlitzer and Seeburg, Model 25	24.50
Lots of 5 or more	21.50
Post Cards for Vendors per M	4.95
Rockola Belts	.90
Many Other Parts—Write to Save Money	

MISCELLANEOUS

Imp 1 and 5c	\$ 19.50
Gottlieb Grip Scales	39.50
Counter Slots	Write
Peanut Vendors	19.50
Mills Qt., .01c	75.00
Mills Vest Pocket	49.50
Air Raider Gun	89.50
Hockey	124.50
Pace Slot	175.00
Daval Free Play	49.50
Liberty Pay Out	49.50
Whizz	49.50
Metal Typer	525.00
Western Baseball	175.00
Mutoscope Sky Fighter	325.00
Mutoscope Photomatic 25 or 60 Cycle Hy. App.	1850.00
Mutoscope Punching Bag	275.00
Blow Ball	75.00
Jumbo Parade	99.50
Big Game	99.50

MESSAGE TO OPERATORS — OPERATORS make sure you are on our monthly mailing list. Many remarkable bargains available. Do not miss our regular lists. Write for your copy.

OPERATORS we will buy new or used equipment. State in first letter quantity, condition, and lowest cash price.

Write for our low prices on new and used Pin Games, Slots, Vending Scales and Arcade Machines.

TERMS—1/3 down balance on delivery or—Use our time payment plan of 1/3 down and balance in 3 to 24 months.

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Phone 2648

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- ★ **EARL HINES** 20-1757
Boogie Woogie on St. Louis Blues
Jelly Jelly (Blues)
- ★ **"FATS" WALLER** 20-2220
S'Posin'
Darktown Strutters' Ball
- ★ **SPIKE JONES** 20-2507
Behind Those Swinging Doors (Waltz)
The Sheik of Araby
- ★ **DIZZY GILLESPIE** 20-2603
Two Bass Hit
Stay On It
- ★ **COUNT BASIE** 20-2771
Money Is Honey
Guest In The Nest

PERMO POINT needles . . . round or elliptical — give fine and dependable reproduction — economical too!



POT POURRI

The San Francisco News is experimenting with a newspaper vending machine in the heart of the down town shopping section . . . The New York World Telegram next week will start a regular section on phonograph records . . . Peanut vending machines have proven that a man can build a permanent business at small cost with a route of these profit-making machines . . . For a small investment, a man starting with 100 or 200 machines has an unlimited future . . . No selling, no rents, no overhead . . . Laval Tanguay of Laval Novelty in Sherbrooke, Que., says that his special "South Western" machine is a real beauty . . . Jim Louis has another ad in this months Coin Box featuring bargains in music . . . Read it and check it for values . . . RCA Victor in their popular feature ad entitled this month "More Hits that Stack the Jack" give a fairly comprehensive picture of the hits to come . . . Interest in the coin radio field is becoming increasingly apparent as this office receives a number of letters each week inquiring types on the market, etc. . . . A news report from Los Angeles states that if a music operator has enough old phonograph records, he can turn them in and get a brand new Rock-Ola Magic Glow phonograph free . . . Or if they don't have sufficient to exchange for a new phonograph, then can use the records as a substantial down payment . . . It develops that this firm is able to make this offer to music operators because it has lined up a foreign outlet for used records . . . New shopping centres are ideal locations for coin machines . . . A huge new shopping centre in St. Louis incorporating 210 varieties of retail stores, etc., resulted in the installation of 500 pines, vending machines etc. . . . Actual tests in a new Shoe Shine machine invented by the Ace Shoe Shine Co. in Sacramento, show that each dollars worth of polish brings in an average return of \$500.00 . . . The operation of the machine is completely mechanical . . . A survey of large American cities shows that while the general coin machine business in the U.S.A. in the month of April was normal, the automatic phonograph business was below normal. . . . Last month in Coin Box we made a statement that a certain record distributor was the first to import top hits from the United States for the entire Canadian market . . . Coin Box wishes to clarify this by stating that the Record Distributing Co. of 1018 Queen St. W., Toronto, are on record in our books as being the first to present American hits in large volume . . . Mr. Zellin of Record Distributing Co. has kindly pointed out to us . . . Thanks Harv.

HEATH DISTRIBUTING CO.

First American firm to become Charter Member C.C.M.I.

Coin Box this month is proud to honour Mr. Ed. Heath, president and general manager of the Heath Distributing Co. of Macon, Ga.—“Dixie’s foremost distributor of coin machines”.

Your editor met Ed. Heath at the Coin Machine Show in Chicago in 1947 and has continuously been in touch with him and has enjoyed his deep southern drawl.

This friendly southern chap, Ed. Heath, has become what we here in Canada call a young business tycoon. Having started from a small beginning, his business has now pyramided to astounding heights and is one of the foremost distributors of parts for the coin machine business in America.

Born in 1915 in Georgia, Ed. started in the coin machine business in 1934 as an operator and in 1944, he moved to Macon, Ga. and set up the Heath Distributing Co. at their present address of 217 Third St.

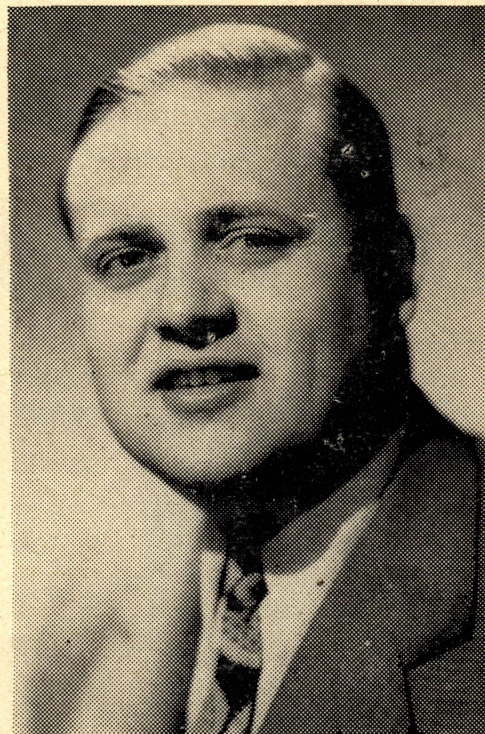
The Heath Distributing Co. are now exclusive Georgia distributors for Bally, Gottlieb and H. C. Evans. They also handle all principal lines of coin machines, other than music.

For the past three years they have sold parts and supplies for all types of coin machines to foreign countries, including Canada.

Their parts department is headed by Mr. Wm. F. Buford as manager and Mr. Wm. N. Ray as assistant manager.

But mostly, the Heath Distributing Co. are best known for originating the famous Heath Units or replacement coin chutes for old model Wurlitzers. Presently they are featuring Feather Touch Coin Chutes for pin games, etc., which are now being used by Bally, Gottlieb and Exhibit Supply Co. on all their new game.

They are now engaged in manufacturing and distributing Garnish Mold Covers for Ford and Mercury automobiles.



MR. ED. HEATH

Ed. states that he enjoys reading the Canadian Coin Box and that he hopes some day to visit Canada.

The Toronto Trading Post is distributor for Ed. Heath in Canada.

Coin Box again expresses to this genial gentleman, on behalf of the Canadian Coin Machine operators, its welcome as a Charter Member of this industry in Canada.



PURCHASES SEEBURG ROUTE

VanDusen Brothers, Seeburg distributors of Edmonton, Alta., announce a big piece of business which was transacted recently in the sale of their Jasper line to Mr. Switzer.

This route is comprised mainly of about 15 new Symphonola Seeburgs and is a very lucrative territory.

VanDusen Brothers state that Mr. Switzer is a livewire and is a distinct asset to the phonograph business.

PARKING METERS PROVINCE WIDE NOW

Reg Gilchrist BLAZES THE TRAIL FOR CANADA

Within the next 12 months, practically every city or town in Ontario will have Parking Meters installed.

This, in short, is a tribute to the foresight and initiative of Mr. Reg Gilchrist, well-known and popular Seeburg distributor for Canada.

Some time ago Mr. Gilchrist, in a visit through the States, noticed Parking Meters and was so very much impressed with them that he decided that he would demonstrate them in Canada.

To date the following cities have Parking Meters installed: Sudbury, North Bay, Cornwall, Barrie, Owen Sound, Guelph, Welland, St. Thomas, Sarnia, and Mr. Gilchrist states that new installations are being completed every week.

The Parking Meters made in Canada by Mr. Gilchrist's firm, Mi-co Meter of Canada, are an attractive gadget which, according to police in different localities, do a manifold job. They solve the parking problem and provide a very lucrative cash fund for the municipality which they serve.

In many cases, Mr. Gilchrist states, at first the merchants and leading citizens of the municipality were strongly opposed to the installation of Parking Meters, but after a short period of time, these same people are the most ardent supporters of them.

The Parking Meters are installed by Mi-co Meter of Canada at no cost to the municipality and the revenue is split up 75% for Mi-co Meter of Canada and 25% for the municipality until the Meter is paid for, at which time the Meter becomes the property of the municipality.

Speaking with Civic Officials in the various localities, Coin Box learned that they are highly pleas-

ed with the service from Mi-co Meter, and in their opinion, Parking Meters are definitely here to stay.

Mr. Gilchrist stated to Coin Box "The selling of these Meters has been a full time job, but now practically all the cities have been sold and my time will be devoted to the selling of Seeburg Music Systems".

Mr. Gilchrist's accomplishment in this field of endeavour is evidence of what can be accomplished by foresight and initiative.

Coin Box has witnessed Mr. Gilchrist in action personally, and the type of work he does, and publicly states that he is a decided asset to the operating industry of Canada.

FOR SALE

3—1100 Wurlitzers at\$1,100 each

3—1015 Wurlitzers at\$ 900 each

2—246 Seeburgs at\$ 750 each

An assortment of Star speakers, 3031 wall boxes, Jensen speakers with baffles, 1 A.M.I. mechanism, spare parts and about ten thousand records. All F.O.B. Prince George.

Anyone interested in buying the complete lot, wire or air mail—



ELECTRIC RADIO SERVICE

PRINCE GEORGE, B.C.

Special Notice!

OPERATORS . . . WE STILL HAVE A GOOD STOCK OF SOLOTONE BOXES AVAILABLE SO GET YOUR ORDER IN BEFORE IT IS TOO LATE.



ATCORA COIN RADIOS

1. ATCORA is Canadian made and is approved by the Canadian Standards Association.
2. ATCORA features a solid aluminum chassis.
3. Silent Electric Timer.
4. Hidden aerial for greater selectivity.
5. Available in Black, Grey, Green or Brown.
6. Easy to install. Just plug it in.
7. Volume control permits ATCORA to be used at any hour without disturbing other guests.
8. Equipped with National Slug Rejectors. Only honest coins will get results.

 EACH DAY YOU DELAY COSTS YOU MONEY

PHONE ★ WRITE ★ OR ★ WIRE

REGENT VENDING MACHINES LIMITED

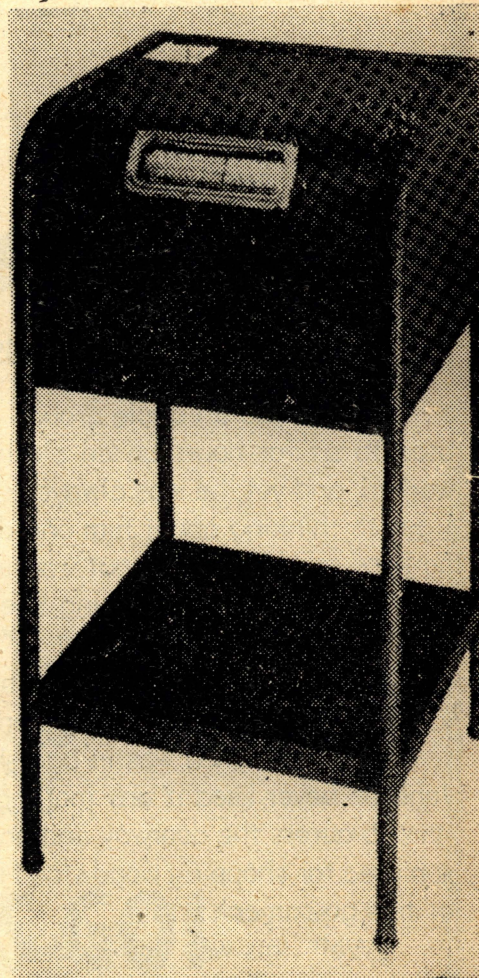
CANADA'S LARGEST "HOUSE OF PARTS"

Automatic Phonographs

COIN OPERATED MACHINES & SUPPLIES

779 BANK STREET

Watling Fortune Scales
OTTAWA, ONTARIO



BUILD A PERMANENT BUSINESS AT SMALL COST

With a Route of Famous Nationally Known Profit Making

'SOUTH WESTERN' VENDORS



Strongest, simplest, operator's machine ever built. All chrome-finish.

Anyone willing to devote a few hours per week can handle a large route of these steady money-makers.

Cash rolls in day and night.

The more "South Western" you have working for you—the greater your profits.

Here is the answer to every man's search for extra income — independence and security with only a small investment.

No experience necessary — let "South Western" put you in business.

No selling — no rents — no overhead.

A safe, sure, dignified independent business of your own.

A truly sound investment with an unlimited permanent future.

There's a fortune in small coins — get your share.

Start now — with 100 — or 200 in your spare time — You'll be amazed at the steady large profits made with peanuts.

YOUR ROUTE OF "SOUTH WESTERN" VENDORS IN THREE MONTHS WILL BE WORTH MANY TIMES ITS COST

YOU CAN'T LOOSE WITH "SOUTH WESTERN"

1c "SOUTH WESTERN" HANDLE ALL MIXED NUTS, CANDY, CHARMS AND TOYS.

Write, phone or wire TODAY for full information on how to get started in this profitable field.

Free details — no obligation — do it now.

1 machine \$20.00
5 machines 19.00 each

10 machines 18.00 each
25 machines (or more) 15.00 each

1807-15 NOTRE DAME
OUEST

LANIEL AMUSEMENT MACHINE EXCHANGE

MONTREAL 3,
QUE.

EASY PICKINGS

"There was an oriole around here one time who used to sit for hours on an old hickory limb, never worked, and yet, he was always as fat as a pumpkin. I got to thinking about him one day, wondering how he kept so well-fed without working. Never saw him digging for worms or chasing beetles. Says I to myself, 'Wonder what his racket is?'

"So, one morning I watched him and about noon I saw him fly to an old tool shed on Johnson's farm.

"This tool shed was in bad shape, the door off, Johnson never used it any more, a spider had woven its web across the doorway and an old log that Johnson used for chopping wood stood in the path in front of this gossamer curtain.

"Well, this web was loaded with flies and bugs so what does this bird do but stand on the log, and keep picking them off until his crop was crammed, then he flew back to his hickory limb to sit around until the next meal. He figured he was a fool for working when he could get such easy pickings. I've come across a lot of birds like that in my time, they want to make a killing doing little or nothing.

"I watched this oriole for a week, and noticed the spider web getting thicker and thicker, until it was like frosted glass, you couldn't see through it at all.

"One day, as usual, the oriole headed for his meal, got on the log and started filling up when—swoosh!—a big black cat crashed through the web from behind and that was the end of easy pickings.

"It's all right to believe in Santa Claus but don't take him for a sleigh ride"

Very wisely yours,

OLLIE THE OWL.



BUYS ROUTE ON THE ALASKA HIGHWAY

Many times we in the East have been told that the Alaska Highway will eventually be the main highway of the world, and according to Mr. Lucien Provost of Legal, Alta., that is just what it is going to be. Mr. Provost, a prominent operator in that part of Canada, has just purchased six new Seeburg phonographs from VanDusen Bros. in Edmonton. The Alaska Highway just north of the City of Edmonton is fast building up.

At Last!

**YOU HAVE AN ORGANIZATION
TO GO TO BAT FOR YOU**



DO YOUR PART

**Send in Your Cheque
For Membership TO-DAY
\$10.00 Yearly**

**IF YOU HAVE 20 LOCATIONS THIS ONLY COSTS YOU
ONE CENT PER WEEK, PER LOCATION**

Isn't it worth it? **LET'S GO!**



HUMANS ERR * VENDOMATIC NEVER

CHECK THESE FEATURES !!!

- ✓ Height 66 in. — Width 38 in. — Depth 17 in. at base.
- ✓ One intake slot — Operates on any combination of coins
- ✓ 3 colors — Maroon, Blue or Ivory in Baked Enamel Finish
- ✓ Credit Indicator — Lights up to show amount deposited prior to each sale
- ✓ 8 Compartments — Interchangeable to handle packaged goods to 3½ in. x 5 in.
- ✓ Each Compartment adjustable to make individual sales from 5c through to 50c.
- ✓ Precision Built Mechanism — Cabinet of Auto Body Steel — CSA Approved

EACH SALE IS MADE IN LESS THAN 2 SECONDS
SELLS FOR CASH — 24 HOURS SERVICE.

WE OFFER THE MOST AMAZING AUTOMATIC SALESMAN
VEND-O-MATIC IS HERE TO SOLVE PROBLEMS

VEND-O-MATIC ELECTRICAL VENDOR REALIZES PROFITS

VEND-O-MATIC CONVERT UNPROTECTED MERCHANDISE HEADACHE TO PROFITS

HUMANS ERR — VEND-O-MATIC NEVER

BEFORE YOU INVEST — INVESTIGATE — THEN BUY CANADIAN

VEND-O-MATIC LIMITED

VEND-O-MATIC
LIMITED

THE FIRST CANADIAN MANUFACTURERS
OF AUTOMATIC MERCHANDISE VENDORS

Proudly Presents

MODEL E-8

A NEW ELECTRICALLY OPERATED 25 & 60
CYCLE CIGARETTE VENDOR
CSA APPROVED

IDEAL LOCATIONS !!!

- * HOTELS & RESTAURANTS
- * RECREATION CENTRES
- * CHAIN AND DEPARTMENT STORES
- * DRUG STORES
- * INSTITUTIONS
- * TERMINAL WAITING ROOMS
- * LOUNGES
- * FACTORIES
- * CANTEENS
- * THEATRES
- * SUMMER RESORTS ETC.

CANADIAN COIN OPERATORS

We welcome your applications for territory franchises
still available in territories you now operate coin
machines.

559 YONGE ST., TORONTO 5, K1 2536

C.C.M.I. MEMBERSHIPS RECEIVED

At the time of going to press, the following are memberships received in the Canadian Coin Machine Industry Association.

As many outstanding operators are not listed here, we wish to advise the trade that they have indicated their intention of joining the Association but have not as yet forwarded their subscription.

We thank the members below and urge the balance of the firms to send in their cheque and membership right away as the Association is planning to hold a fall Convention.

If you do not find your name in the list, please forward your membership at your earliest convenience to Canadian Coin Box, Owen Sound

C.C.M.I. MEMBERSHIPS, MAY 19th

Lemieux Amusements, Quebec	\$25.00
St. Thomas Coin Sales, St. Thomas	25.00
D. Fielding & Co., Ottawa	25.00
Joliette Music & Amusement, Joliette, Que	25.00
Vigneux Bros., Toronto	25.00
Downie Bros., Windsor	25.00
Regent Vending, Ottawa	25.00
Winnipeg Coin, Winnipeg	25.00
Harry Leonard, Brantford	25.00
D. Fielding & Co., Windsor	25.00
Mills Amusement, Ft. William	25.00
Vic Little, Victoria, B.C.	25.00
Perry's Auto. Phono., Toronto	25.00
VanDusen Bros., Edmonton	25.00
L. A. Reid, Moncton, N.B.	25.00
Hugh Simpson, Hespeler	25.00
Toronto Trading Post, Toronto	25.00
Wilson Coin, Winnipeg	25.00
Joe Miller, Kitchener	25.00
R. B. Hennessy, Calgary	25.00
Sam Schwartz, Montreal	25.00
J. B. Keay, New Glasgow, N.S.	10.00
Frank Cole Jr., Sackville, N.B.	10.00
A. MacGregor, Hamilton	10.00
Ernie Card, Hamilton	10.00
Wurlitzer Musical Service, Calgary	10.00
Allan Pullmer, Winnipeg	25.00
Phono-Matic Music Sales, Cochrane	25.00
R. V. Green, Fort Frances	10.00
Heath Distributing Co., Macon, Ga., U.S.A.	100.00

MORTIMER SALES OF MONTREAL SACRIFICING USED PHONOGRAPHS

In spite of the increasing demand for music and the tightening up of equipment, Mortimer Sales Co. of Montreal continue their sacrifice sale of used music.

Mortimer Schwartz, long a pioneer in this industry, is placing on the block 75 phonographs of all models and makes it bargain prices. Mr. Schwartz states to Coin Box that "although the ban may last for several years yet, most operators are still hopeful that they will be able to buy music". He states "now is the time to buy as prices will be much higher before they are lower".

COIN TELEVISION GIVEN SHOT IN ARM

NEW YORK—Coin-operated television, which got away to a rather slow start here after its October trade-showing (See Coin Machine Review, Nov., p. 38), received fresh impetus with the recent entry of the Telejuke Corp. into the field. Firm, headed by Al Bloom, veteran phono operator, makes the Speedway, which consists of a video unit mounted on a phonograph. Device was exhibited at the recent CMI show.

Eight units made by the Videograph Corp. are now in operation and reported doing satisfactory business. Only two of the installations are of the individual wallbox type, which permit patrons a choice of video, two radio programs, or wired music. Others are combination video-phono units, built into specially designed mirrored cabinets, and feature Emerson television.

Machines were placed on location at the close of the year. Six are in taproom sites which cater to a minimum of transient trade, while two are in Harlem lodge halls. Patrons buy three minutes of playing time for a nickel, and the video is said to be pulling more coins than the recordings.

New York market has been tough on coin video because tavern patrons had grown accustomed to watching free telecasts on sets which had been installed at their own expense as business-builders. Customers, particularly transient trade, balked at the idea of paying for what had been a free service. However, ops here are convinced that if the coin sets and television are introduced in an area simultaneously, the machines will be big money-makers. As there are only about a dozen video stations in operation at this time, some operators foresee a big future for the coin sets as new sections are opened to television.

Mr. MUSIC MERCHANT *Al Siegel Scores Another First!*

Al Siegel GAVE YOU THE FIRST
POST-WAR WURLITZER
PHONOGRAPH.

As Canada's largest distributor of products for the Automatic Music trade, we are pleased to announce our appointment as Exclusive Canadian Distributor for—

PHANSTIEHL COIN MACHINE NEEDLES

As every progressive operator knows, Phanstiehl needles have been the leaders in the field for many years.

In keeping with our policy of handling only the best and most reputable merchandise, we are pleased to be able to add PHANSTIEHL NEEDLES to our products.

Operators are invited to order either Phanstiehl regular needle, for regular pick-ups, or PHANSTIEHL SPECIAL needle, for light-weight pick-ups.

Prices are, on either needle:

Quantities of 2555c
Quantities of 5050c
Quantities of 100 or over45c

Delivery: Immediate.

PHANSTIEHL NEEDLES are fully guaranteed, of course.

Note: Light-weight pick-ups, and Cobra conversions are now in stock.

Pace Setter of All Commercial Phonographs

WURLITZER

alone offers the Zenith Cobra Tone Arm

HIGH-FIDELITY TONE BRILLIANCE

- ★ Less than 2/3 ounce pressure on the record! Less record surface noise than ever before — yet the Zenith Cobra Tone Arm picks up the finest modulations, produces tone quality never before heard from a record. Here's music so real, so alive, so marvelous that people gladly pay again and again to hear the new Wurlitzer play.

SENSATIONAL SAVINGS IN RECORD-NEEDLE COSTS

- ★ With the Zenith Cobra Tone Arm, one record can be played from 1500 to 2000 times — actually longer than the life of the average popular tune — and still have 95% fidelity! Operate Wurlitzers and you not only make more money, you SAVE money through sensational reductions in record-needle costs.

HEAD OFFICE,
477 YONGE STREET
TORONTO, CAN.

SIEGEL DISTRIBUTING CO. LIMITED
EXCLUSIVE WURLITZER DISTRIBUTORS

FACTORY NEWMARKET, ONT.
SALES AND SERVICE BRANCHES
TORONTO, MONTREAL, VANCOUVER

ATTENTION CANADIAN COIN OPERATORS

Read this Important Message!

A speech delivered to the Washington Music Guild at the Hamilton Hotel, on Tuesday, May 11, 1948, by Mr. Hirsh de LaViez.

Hirsh de LaViez is President of the Washington Music Guild, President of the Coin Machine Operators of America and President of the Hirsh Coin Machine Corp. He has twenty-eight years behind him in the coin machine industry. Eddie Gallaher of Radio Station WTOP, a Columbia 50,000 watt station, and Mr. de LaViez conduct two radio programs — The Hit Record of the week and the Juke Box Hit Parade — a one hour show.

The Hirsh Coin Machine Corp. operates 550 juke boxes in and around Washington, D.C.

"I would like to talk to you gentlemen tonight about your business and mine. Suppose you ask yourself this question: "What is wrong with our business, namely the operation of juke boxes?" "Does the fault lie with us, or is the industry as a whole in bad shape?" The answer, gentlemen, is "yes" to both of these questions. The reason for the condition of our present business is in its operation. We lack showmanship and our business is SHOW BUSINESS. If you would talk to all the operators all over the country as I have done in the past few years — I mean the mechanics and owners alike, all of them are experts and will tell you they know all about records and can pick hits at will. This in itself is all wet. If they could do just this, I know about fifty publishers that would give them \$10,000 for each hit they pick. I know for a fact that you and I cannot possibly know when a record is going to be a hit. Sometimes, we pick a hit by buying a record months before it clicks. This is a rarity. I also know that we buy hundreds of stinkers and this costs money. It also adds to the cost of your operation.

There is one important fact that I would like to talk about tonight. Just what is a juke box? A juke box is a machine that operates with a coin and gives people entertainment. By operating a juke box you immediately become a showman and in the operation of this instrument you give pleasure to the customers of a restaurant or a tavern. Whether you know it or not, and if you don't know it, you will find that this is the trouble with your business. NO RESTAURANT OR TAVERN CAN DO WITHOUT A JUKE BOX

AND STAY IN BUSINESS. If you keep this fact in mind and remember this, you have overcome all your troubles.

Let me tell you the story of the automatic, coin-operated music machine industry. It is one of the most fabulous in the annals of modern, big business.

Simultaneous with the advent of radio broadcasting in the early 20's the leading record and phonograph manufacturers of that era, unable or unwilling to offer competitive resistance, were compelled to drastically curtail production. The majority, including many of the largest firms, closed down their plants completely; others converted to the production of radio cabinets, receivers, parts, etc.

In the face of this almost overwhelming popularity of radio, the phonograph and recording business became about as extinct as the horse and buggy. The miracle of radio had driven them to bankruptcy — a billion dollar, titanic industry, forced into business oblivion — relinquished without even the slightest struggle to survive.

A few years later, in the mid 20's, with radio firmly entrenched and accepted as a permanent medium of entertainment, phonograph production was nil. The recording companies who still remained in business, were diverting the bulk of their meagre output to radio stations for broadcast purposes. Over-the-counter record sales to the public was pitifully insignificant.

About this time, a North Tonawanda (N.Y.) man, of inventive mind and amazing vision, designed a coin-operated automatic phonograph. Under the

prevailing circumstances, common sense as well as expert opinion gave the inventor little encouragement. His first machine was lampooned; ridiculed as impractical. "Why should people pay good money to hear a song when they can listen to it on the radio for nothing". "It's a remarkable idea and might have had a chance if it were invented ten years ago". "It's great—but it's too late; nothing can beat radio". These were the caustic comments, the defeatist attitude of the nation's phonograph and record manufacturing experts. Little did they know.

However, despite a most unanimous disapproval, several model machines were manufactured. Efforts to sell them, persuasive as they were, resulted in total disaster. Rumor had it that they could not even be given away. In final desperation, the Wurlitzer Company arranged to install the model machines in several places of public assembly, for test purposes, to determine public reaction.

These first machines were placed in widely diverse types of location, each catering to an entirely different transient clientèle (an amusement park, a bus terminal, a soda store, a restaurant, a drug store, etc.)

Public acceptance was instantaneous and completely overwhelming. The machines were coining nickles like the U.S. mint — and, as might be expected, news of the successful tests spread like wildfire throughout America. The Wurlitzer firm was deluged with orders. Full scale production was speeded to supply the tremendous demand; their plant expanded almost overnight. Other manufacturers entered the field, producing similar machines. The recording firms, practically at a standstill since the commencement of radio competition, were besieged with orders, exceeding even the record-breaking demand that followed after World War I.

Thus was restored a billion dollar industry—bigger by now than it was in its pre-radio heyday. Today, in America alone there are now more than 600,000 coin-operated music machines, located in nearly every city, town, village and hamlet—in every conceivable type of place. These machines that 'sell music to millions', generally known as 'juke boxes' or 'piccolos', are directly responsible for the livelihood of hundreds of thousands of employees.

In the beginning, juke boxes were installed only in locations catering to the transient masses (restaurants, bus terminals, drug and soda stores, etc.), later in bars, grills, small night clubs, etc.

Every penny of the revenue or 'take' went to the juke box operator, who paid no commission, rent, power or light charges or fee of any kind. The music machine was installed at the behest of the location proprietor, who valued its possibilities as a medium of attracting people to his place, who would purchase his wares while being entertained. Imagine that!—and only two decades ago.

Times change quickly, and as more and more investors filled with 'get-rich-quick' ambitions entered the new, lucrative field, sharp competition developed to control the choice money making locations.

Bidding against each other, the juke box operators offered location owners vying small commission deals; percentages of the gross machine income or 'take'. As the competition became more intense, the percentage deals became larger, until today, most owners of choice locations receive a 50/50 split of the gross machine take. From the remaining 50% the juke-box operator must bear the entire cost of maintenance, repairs, service-men, new records, new machines, etc.

From its inception, the juke box industry was a spontaneous financial success, as the public reaction was immediate and terrific. Operators, without previous experience in the phonograph and record field, who were attracted to the new industry because of the abnormal profit possibilities, were doing tremendously, **WITHOUT ADVERTISING — WITHOUT PROMOTION — WITHOUT EXPLOITATION**. During depression years, the new industry maintained its fabulously high income. This prosperity continued thru the years prior to World War II — and during the war the juke box business really hit the jack-pot. This, despite the recording ban, record shortage—and still without the help of advertising or promotion on the part of individual operators, or the many Music Machine Owners' trade associations which came into being. They reasoned, they were making money without advertising — so why spend on advertising, even if it could produce greater profits — increased return on investment.

Following the free spending war period, the nation returned to some degree of normalcy — and the juke box industry — for the first time in its history—now reports **DECLINING RECEIPTS**, nearly everywhere throughout the country.

TODAY, THE JUKE BOX OPERATORS ARE CONFRONTED BY A SITUATION ALMOST PARALLEL TO

THE DISASTROUS ONE FACED BY THE EARLY 20's PHONOGRAPH AND RECORD FIRMS, WHEN RADIO FIRST ARRIVED ON THE SCENE.

COMPETITION OF ONE TYPE OR ANOTHER IS HARD AT WORK AGAINST THEM, STRIVING TO FORCE THEM DOWN AND OUT IN ALMOST EXACTLY THE SAME WAY THEIR EARLY 1920 COUNTERPARTS WERE DRIVEN TO THE WALL.

THE ALERT JUKE BOX OPERATOR CAN COMBAT ANY COMPETITION—MORE THAN HOLD THEIR OWN, IF THEY DO SOMETHING ABOUT IT.

INDIVIDUALLY, OR COLLECTIVELY THRU THEIR TRADE ASSOCIATIONS, THEY CAN APPLY MODERN MERCHANDISING, SCIENTIFIC MARKETING PRINCIPLES AND SHOWMANSHIP EXPLOITATION METHODS TO THEIR INDUSTRY.

Here are a few of the major reasons for current declining grosses in the automatic coil music machine industry:

(1) The ever increasing popularity of television which is rapidly making inroads, directly affecting the business life of the juke box industry. Television manufacturers have staged effective selling campaigns to bars, grills, restaurants and other places of public assembly — the class 'A' locations which formerly were top profit-producers for juke box owners. This direct competition from video will grow even stronger in 1948-49, when many new TV stations commence operating. Network programing is a reality, thus bringing national as well as local video programs to the smaller towns, as well as major cities—stiff competition for the operators of America's 600,000 juke boxes.

Right now, the juke box operators are in almost exactly the same competitive position as that confronted by the phonograph and recording firms when radio broadcasting first arrived on the scene and just like their 1924 counterparts, they are doing practically nothing to realistically combat the competition.

Individually, they just gripe and complain, unwilling to face cold facts, reluctant to accept the time proven truth that advertising and promotion, particularly point-of-sale showmanship exploitation can help them, in exactly the same financially profitable fashion as it has all other firms selling to the public.

Billions and billions are expended annually by a long list of national advertisers on point-of-sale advertising posters and displays, the tried, tested, proven on-the-spot reminder that, by the power of suggestion, subtly suggests consumer purchase. The juke box industry, individually or collectively does nothing

to stimulate action at the point of sale, the most advantageous of all advertising positions.

TELEVISION — No. 1 COMPETITOR OF JUKE BOXES HAS BEEN QUICK TO ACKNOWLEDGE THE NECESSITY OF POINT-OF-SALE ADVERTISING POSTERS AND DISPLAYS.

(2) Juke box operators, individually, are not promotion minded or advertising conscious. From the start, advertising and exploitation was something they neither knew or cared about. Almost unanimously, they adopted an attitude that it was senseless to spend money advertising a business that was a 'natural' overnight bonanza. As far as the great majority were concerned, advertising had no place in their scheme of things—they were thriving without it.

Juke box manufacturers, are, in a great measure, responsible for this almost complete disregard of advertising and promotion, without which few businesses flourish successfully. The automatic music machine manufacturers, thru trade paper advertising and high pressure personal selling methods, convinced the operators that the only requirement needed to maintain high grosses was to purchase and install new model machines each year. These streamlined, chrome trimmed, brilliantly illuminated machines, purchased at tremendous cost, unquestionably did attract increased interest, but alas, unfortunately for the operator, they were unable to produce sufficient increased income to warrant the high annual investment

(3) Wired music has become increasingly popular. In 'class' restaurants, etc., where such installations have been made, the juke box is completely out of the picture, thus eliminating thousands of highly remunerative locations.

(4) Operators, and particularly their service men, almost completely ignore the demands of the public. Due to the high pressure selling methods, or friendliness toward record manufacturers and their salesmen, operators will load their machines with vocal and instrumental records that never have a chance of becoming popular, thus minimizing the potential play of their boxes. They completely forget that the public cannot be forced into buying anything that is unacceptable to them.

Another common fault of operators, is that tune titles listed on machine directory are, more often than not, illegibly written by hand, in most cases so indistinct, that the potential player is unable to read it, thus prevented from selecting the song of his choice. Many plays are lost thru negligence of this

sort. Oftimes thru utter carelessness, the recording heard does not correspond with the title listed in directory, causing annoyance to the player, resulting in loss of not only money but good will, the life blood of any sound business.

By and large, the average juke box operator needs help right now. He must be made to realize that he is in 'show business', selling music to the public and he must apply modern showmanship promotion methods, if he is to continue to exist in the face of current competition.

What the operator really needs is a Public Relations Program. The thought of hiring a Public Relations Man for such problems with his customers was beyond the operator's fondest dream. The cost of setting up such a program would cost about \$25,000 per year.

In my talks before several music associations throughout the U.S., I came across such a program that the New York Association, headed by Al Denver, started. There is a firm in New York called the Hit Parade, Inc. They sell a complete service for operators, in a package. It is a Public Relations Program and a spot point-of-sale merchandising plan. It is very inexpensive and no operator can afford to be without it. They charge 50c monthly for this service. The service consists of a series of letters to be sent to customers. But—the most important part of this service is the furnishing of posters. These posters are placed in a chrome frame that is attached to the back of the juke box. Each month these cards are changed with the ten song hits of the month. In my operation, we have been using this service for the past six months.

I promised to give you facts. This is the result. We have increased our take on these phonographs anywhere from \$2.00 to \$8.00 per week and the amazing part is that we have saved about 35% on our record purchases. We achieved this saving by following the system of keeping the records on our boxes until the next month's poster is released. By following this program it saves us money by eliminating stinkers from our juke boxes. We buy only hits they pick. It brings back the point I started previously. We never know when a publisher is releasing a plug number. The Hit Parade does. This eliminates the guess work of buying hits. We found that thru the psychological power of suggestion that Hit Parade Posters will remind customers of song titles. This means of subtle persuasion will create a desire in the

customers mind to play, listen and enjoy these select tunes. This is where we get the increased play. If you will stop and think, you will realize that these posters perform the same function that theatre programs and billboard displays do. They announce current features that are being presented.

In closing, I strongly recommend this Hit Parade service. If necessary, the association should pay from its own Treasury, the small fee that purchases a necessary service."



MORTIMER SALES ELIMINATES JOBBERS

An important announcement from Mr. Mortimer Schwartz, Rock-Ola distributor for the Dominion of Canada, whose showrooms and offices are at 1269 Amherst St., Montreal, states that they have eliminated all jobber outlets for new Rock-Ola Phonographs and that they are allowing the jobbers price direct to all bona fide operators.

Mr. Schwartz states "We feel that with the high cost of equipment at the present time, this great saving should help the operators a great deal".

MUST BE SOLD!

Outstanding Value

1. 2 Rock-Olas No. 1422	\$700.00	\$1,400.00
2. 1 Rock-Ola Windsor	\$200.00	200.00
3. 100 Solotone Boxes	\$ 20.00	2,000.00
(Latest model grey and nickel plated)		

Total Price\$3,600.00

S. G. MACY

Phone 8-3934

243 Harmer Ave.

OTTAWA, ONTARIO

Laugh and Grow?!!

"How's your golf game coming?"

"Oh, I'm improving. Yesterday I hit a ball in one."

* * * *

"How did the wedding go off?"

"Fine, until the parson asked the bride if she'd obey her husband."

"What happened then?"

"She replied: 'Do you think I'm crazy?' and the groom, who was in sort of a daze, replied, 'I do'."

* * * *

Tourist: "Captain, what shall I do if I get seasick?"

Captain: "Don't worry. You'll do it."

* * * *

"Can you stand on your head?" asked a patronizing visitor of the youngest boy in the family.

"No," was the reply. "It's too high up."

* * * *

Teacher: "How old is a person who was born in 1902?"

Johnny: "That depends. Is it a man or woman?"

* * * *

"Which would yez rather be in, Casey—an explosion or a collision?"

"In a collision," replied Casey, "because in a collision there yez are, but in an explosion, where are yez?"

* * * *

"It's hopeless, Bill," groaned the managing editor of a newspaper noted for its lurid sensationalism. "Nothing scandalous has happened for 24 hours. What'll we use on the front page?"

"Don't get discouraged, Bert," said the city editor consolingly. "Something'll happen. I've still got faith in human nature."

Jones had been whistling and humming at his work, until at last Brown asked him what was the matter.

"Well," explained Jones, "my wife has lost her diamond engagement ring."

"But what's there to be so cheerful about in that?" asked Brown.

"I'm waiting for her to tell me. You see, I found it in my trousers pocket."

* * * *

"Eternity is so vast — who can comprehend it?" said the speaker.

"Perhaps", said the little man in the back row, "you never bought anything on the monthly payment plan."

* * * *

Critic: "You certainly had a lot of terrible jokes in the last issue."

Editor: "Oh, I don't know. I put a bunch of them in the stove, and the fire just roared."

* * * *

He: "Will you marry me?"

She: "No."

And they lived happily ever after.

Bargains in . . .

PEANUT MACHINES

1 Machine\$22.50

12 machineseach 20.00

25 machineseach 19.00

50 machineseach 18.00

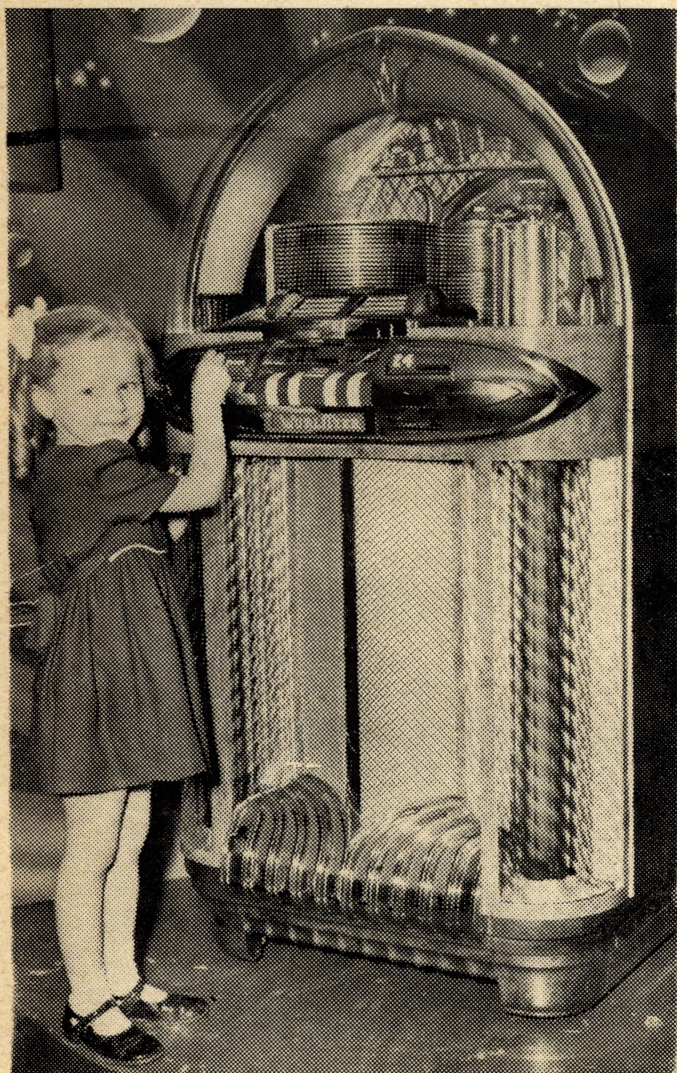
100 machineseach 17.00

LAVAL NOVELTY RED'G

28 Belmont St.

Phone 2610M

Sherbrooke, Que.



The Beautiful New Wurlitzer and an Admirer.

Wife: "John, why do you always sit on the piano bench when we have company? Everybody knows you can't play a note."

Husband: "I know, but neither can anyone else while I'm sitting there."

* * * *

When the kindhearted woman shut the door and turned, she found herself faced by her irate husband. "Why on earth must you feed every tramp who comes to the door?" he demanded, heatedly.

"You've no idea," she replied sweetly, "what a relief it is to see a man eat a meal without finding fault with the cooking."

* * * *

Adrien: "Les hommes sages font les proverbes et les fous les répètent."

Lucette: "Quel est l'homme sage qui a fait le proverbe que tu viens de répéter?"

ROMEO LANIEL CATCHES 50 SALMON

Anyone who says that the fishing in Northern Quebec is not all that it's cracked up to be should get in touch with Romeo Laniel. Last week he and Mr. Blouin took their seaplane from Three Rivers and flew to their club—Wapiti, situated in Northern Quebec. From Sunday to Friday their catch was 50 true salmon.

Romeo states that the weight of these fish varied from two to three pounds each on the average.

He also states that some times the mornings were so cold that there was $\frac{1}{4}$ " of ice on the boat and at other times it was so windy they couldn't go out on the lake.

Watch for pictures of this catch next issue.



JUICE-VENDING ON THE UP-GRADE!

Telecoin Corporation announced today that a contract, aggregating more than \$2,000,000, has been signed with the Clyde Porcelain Steel Company, Clyde, Ohio, for the manufacture of Telecoin's Tele-Juice vending machines.

A coin-operated dispenser of 6-ounce cans of refrigerated nutritional health drinks, the Tele-Juice was introduced last month in industrial plant, office, store and terminal locations in the Metropolitan area. It vends six varieties of canned fruit and vegetable juice for ten cents a can. The machine has a capacity of 300 cans with six racks, each holding 50.

Plans are under way, Telecoin officials stated, to adapt the machine for the automatic distribution of additional canned products.



GETS RESULTS IN COIN BOX

Another prominent Coin Box advertiser states that already he has had some fine results from the ads he has been placing in Coin Box. Mr. VanDusen signed a contract at the C.M.I. Show in Chicago and has found that it pays to advertise.

LETTERS TO THE EDITOR

The St. Thomas Coin Sales Ltd.,
St. Thomas, Ontario, Canada.

April 22, 1948

Dear Mr. Barry:

Thank you for your recent comments concerning the light weight pick up manufactured by our company.

We, too, have noted, with interest, the advent of the Cobra Replacement Kit for Wurlitzer machines. We note, also, that the Wurlitzer distributors are clamoring about the Cobra arm, and warning against "substitutes for Genuine Parts".

However, in every field of endeavor, every once in a while an "outsider" develops a "substitute" that causes alarm and interest on the part of the manufacturer of the original equipment. Our experience, and I believe you will agree, has always been that the original equipment manufacturer never pays much attention to such "substitutes" until such time as the "substitute" performs as well as, or better than, the original equipment. Then, the hue and cry becomes "beware of the substitute".

We manufactured and sold many thousands of these conversion units. We designed and developed the unit to be matched for use with Wurlitzer amplifiers. We say that the best endorsements for our product are:

1. The fact that thousands of customers who have purchased these units continually tell us how well satisfied they are with the total reproduction and with the record economy they are receiving.
2. The original equipment manufacturers are crying "beware of the substitutes".
3. The original equipment manufacturers themselves are using a variation of the same thing. Wurlitzer, for instance, recognized the fact that their machines were too hard on records. They did not re-vamp their original equipment, but used an entirely new system in their new machines.

As a last thought, a comparison between the Cobra and our W-25 for tone, cost of upkeep such as replacement of needle, average record life, and finally, original cost, should convince any operator that ours is not merely a "cheap Mismatched, substitute". It accomplishes for the older Wurlitzer what the Cobra does for the 1948 models at one-half the cost in price and one-twentieth the time. Our W-25 can be installed in about ten minutes by the average operator whereas the Cobra installation takes at least three or four hours by an experienced mechanic. It is something "brand new".

We have gone to some lengths concerning this matter. We believe our product to be of top quality, and we are ready to back it against any and all counter claims.

Yours very truly,

JACOBS NOVELTY COMPANY
W. H. ROSS.

Ottawa, Canada, May 18, 1948.

Canadian Coin Box,
Owen Sound, Ontario
Dear Sir:

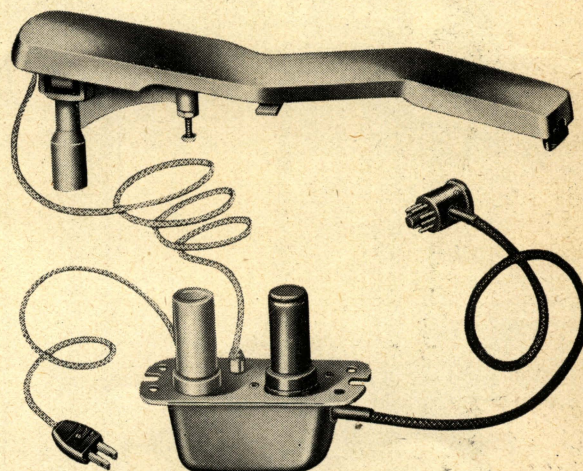
I may say that the monthly issue of the Canadian Coin Box must be outstanding as it gave me very good results. I sold eight Wurlitzers to one customer a few days after the issue was out.

Yours very truly,

(sgd.) S. G. MACY

THIS IS THE *New* JACOBS REPRODUCER

NOW AVAILABLE FOR SEEBURG



For all model Wurlitzers and Seeburg Hideaways.

Has only $\frac{3}{4}$ ounce needle pressure.

2,000 plays on every record

10,000 or more plays on single needle

Crystal Pickup with needle.

Now in use in every province of Canada. Ask your fellow operators to give you the low-down on this dream—almost unbelievable wonder. No more worn out hits—slash needle cost—superb tone—sold on money-back guarantee, use it one month if not satisfied return for

COMPLETE REFUND—

—WRITE FOR FOLDER—

2 models—W25—with preamplifier—	\$24.50 ea.
5 or more	21.50 ea.
W10—	17.50 ea.
5 or more	15.00 ea.

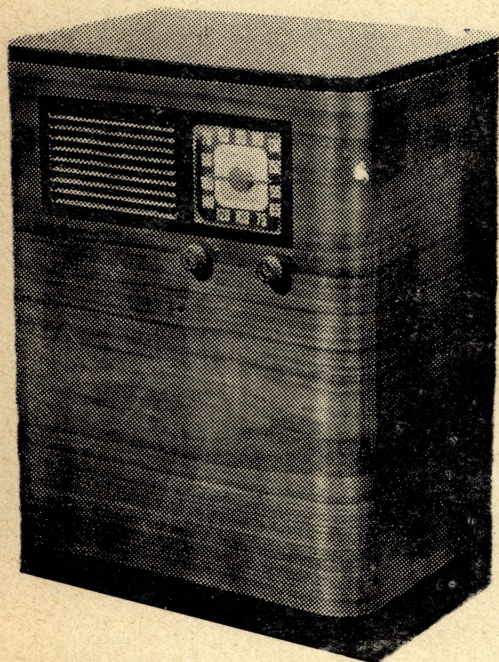
Ask Your Distributor or Write, Phone, Wire

ST. THOMAS COIN SALES
LIMITED

Phone 2648

St. Thomas, Ont.

TRULY THE SMARTEST BUY ON THE MARKET !



THE FINEST COIN OPERATED RADIOS, MADE FOR CANADIAN OPERATORS

- Our Radios have player appeal. Customers drop coins in the slot more readily!
- Critical Managers of the best Hotels readily accept these attractive Radios!
- Excellent Radio Performance; foolproof meters; a beautiful piece of furniture!
- Get Your Money Back Every Six Months! (in Transient Rooms)

SUMMER SPECIALS:— (only a few left)

- New Solotone Boxes ---\$30.00 ea.
- Floor Model Diggers ---\$150.00 ea.
- New Packard Boxes --- 60.00 ea.
- Coin Shutes for Rockola 16.
- Brand New Packard Adapters for all Seeburg Models -----\$52.00 ea.

WANTED—

WURLITZER MODELS 616 and 24C

—WANTED

(Kindly state lowest prices, and condition.)

"Coinradio"
Table Models at **\$52.00 ea.**
Floor Console Models **\$62.00**

ALLAN PULLMER

30 BUCKINGHAM APTS.

WINNIPEG, MANITOBA

MR. EDDIE SARGENT, Editor,
Canadian Coin Box, Owen Sound, Ont.
Dear Mr. Sargent:—

May 6th, 1948.

Please find enclosed money order for \$28.00 to cover renewal on the Coin Box and for the Charter membership in the C.C.M.I. Regret the delay as I've been about 250 miles west of here building a summer resort on the Trans-Canada Highway and was stranded there for weeks with these freak snow storms. The roads have been fairly good most of the winter but the snow has finally caught up to us.

However with the approaching of June we hope to have a little summer and would be pleased to have any member of the C.C.M.I. come up to cabin as my guest for a bit of speckled trout fishing in the creeks or deep sea fishing in a large lake back of my property. I could also guarantee the boys a moose or deer in the Fall too.

It is very gratifying to know that I have been selected as one of the forty members and am glad that at last we have an association to go to bat for us. A couple of years ago I had to tackle the matter myself, in one of the towns up here which I have paid \$50.00 a year for each music box. To make matters worse they had a curfew on at 11 P.M. Yet the Town Fathers were inclined that we were getting rich simply because a couple of locations were getting a big run while the other dozen were just collecting dust.

Then they see new machines every year but they did not know that it was entirely through competition that new ones were constantly being brought in. Only by letting them in on actual figures on operation cost and the huge investment involved did they see our side of the picture and agreed to lift the tax.

This just goes to show you what can be accomplished by a little public relations work.

Things are down, up in this country for the present but

hope with the approaching of summer they will be back to normal again.

No doubt it would be a change for some of the operators from the South to travel eighty to one hundred miles to cover the next town, with nothing but bush in between while down south they may have covered four to five good sized towns in that distance.

It may take a little longer time to get there but look at all the nice scenery, free from smoke and dust as in the city.

Again thanking you for past favours and wishing you the greatest success in the future, I remain.

Yours very truly,
PHONO-MATIC MUSIC SALES,
Per: Lum Park

Mr. Eddie Sargent,
Temporary Secretary, C.C.M.I. Association,
Owen Sound, Ont.

May 14th, 1948.

Dear Mr. Sargent:

Enclosed please find cheque for \$10.15, ten dollars is for membership dues, and the 15c for exchange on cheque. Please enrol our Company, as a member of this Association.

We think that this Association is a grand idea. Although we are away from the centre, we can't expect too much from this organization, yet we like to make our small contribution, knowing that it will do good for the majority of the coin machine men. We would like to see the rest of the coin machine operators here become members. I am sure, that the mere thought of belonging to this Association, will do a lot towards more good will among ourselves here.

We wish you and the Officers of this Association, the best of success.

Sincerely yours,
EASTERN NOVELTY CO.
Per (J. Mintz)

LOTS OF PROFITABLE LOCATIONS IN RADIO FIELD, EXEC REPORTS

LOS ANGELES—Good locations are still profitable, and there are plenty of good locations for both coin and key switch type radios, reports A. E. Duhamell, president of Magna Electronics Co.

Duhamell, who manufactures a complete line of Magnatone radios for hotels, motels, hospitals, counters and booths, reveals that key switch sets are moving into the better class hotels and are realizing as much as 60 per cent usage.

"An important point for radio operators to bear in mind is to purchase quality sets only. This will not only enable them to get the best spots but the radios will perform flawlessly for years, enabling operators to make a nice return from their investment."

The Magnatone radio is a six-tube AC-DC set, with six-inch speaker, a wave trap to eliminate interference, extra shielding, etc., and has been approved by the National Board of Fire Underwriters.

Duhamell's firm has also been manufacturing the 5c and 25c Magna Ray timers for the past two-and-a-half years. These timers have interchangeable one and two hour trips. The two hour trip can be set for 30 minutes, one or two hours; the one hour trip for 7½, 15 or 30 minutes. The 25c timer is getting

plenty of use in washing, recording and photograph machines, while the demand for the 5c timer comes principally from operators of counter and booth radios.

NEW VENDOR DISPENSES 100 DIFFERENT ITEMS

LOS ANGELES—Walter Gerke, president of Automatic Machines, Inc., is now in production of Variety Vendor, an exclusive magazine type which vends more than 100 different commodities.

"Variety Vendor will vend any item as large as 5 inches long, 1-1/16 thick and 2¼ wide down to merchandise smaller than a postage stamp folder," Gerke stated. Equipped with interchangeable 5 and 10 cent coin mechanisms, the machine can also be made to order for 1-cent and 25-cent mechanisms.

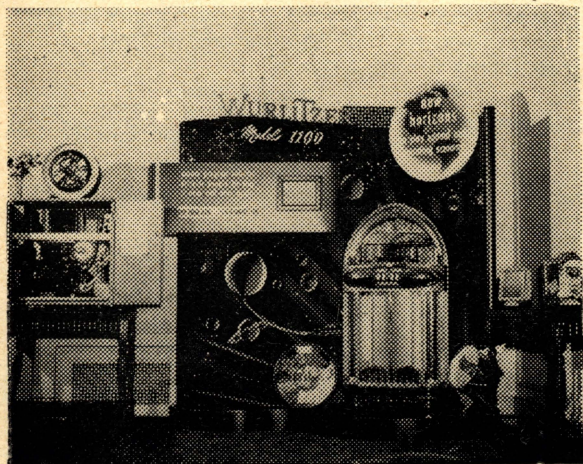
Machine, which was designed and invented by Gerke, can be installed on walls or counters, either indoor or outdoor. Distributors are now being appointed; some choice territories are still open, the firm reports.

RETURNS FROM QUEBEC

Mr. Lou Keyfets of the Siegel Distributing Co. has made an extensive business trip through the Province of Quebec and states that he found business exceptionally good. Mr. Keyfets covers the Dominion many times a year contacting Wurlitzer distributors.

MARTY MOROSNICK Says . . .

"The 1948 Model No. 100 is making more and more location owners want Wurlitzer Phonographs. —is persuading the public to put more money into Wurlitzer Phonographs and that means extra profits for every Wurlitzer Music Merchant." — Marty Morosnick.



The Wurlitzer Model 1100 - \$1349.00

Wall Boxes - - - - - \$65.00

- Greater play appeal and greater operating economy.
- Alive with Money-making and Money-saving Features.
- Service-free construction with more conveniences for Servicemen.

WINNIPEG COIN MACHINES

277 DONALD ST.

WINNIPEG, MAN.

HIT PARADE

R. C. A. VICTOR

Position	Artists
1. NATURE BOY	Dick James
2. NOW IS THE HOUR	Charlie Spivak
3. THE DICKEY-BIRD SONG	Freddy Martin
4. BABY FACE	Sammy Kaye
5. TOOLIE-OOLIE-DOOLIE	Henri Rene
6. LARCO LAROO LILLI BOLERO	Perry Como
7. HAUNTED HEART	Perry Como

COLUMBIA

1. NATURE BOY	Frank Sinatra
2. YOU CAN'T BE TRUE, DEAR	Marlin Sisters
3. NOW IS THE HOUR	Horace Heidt Buddy Clark
4. TOOLIE OOLIE DOOLIE	Marlin Sisters (The Yodel Polka)
5. BABY FACE	
6. LITTLE WHITE LIES	Dinah Shore
7. THE DICKEY-BIRD SONG	Dell Trio & Jerry Wayne
8. MY HAPPINESS	Marlin Sisters (Soon to be released)
9. SABRE DANCE	Woody Herman & Orch. Philharmonic-Symph. Orch. of New York
10. MANANA	

ALSO RECOMMENDED:

JUST BECAUSE	Frankie Yankovic and His Yanks
PUT 'EM IN A BOX, AND TIE 'EM WITH A RIBBON	Doris Day
BLUE SHADOWS ON THE TRAIL	Buddy Clark

DECCA

1. LITTLE WHITE LIES	Dick Haymes The Treasure of Sierra Madre
2. TOOLIE OOLIE DOOLIE (The Yodel Polka) ..	Andrews Sisters I Hate To Loose You
3. YOU CAN'T BE TRUE, DEAR	Dick Haymes Nature Boy
4. BLUE TAIL FLY	Burl Ives Big Rock Candy Mountain
5. HEARTBREAKER	Andrews Sisters Sabre Dance
6. THE DICKEY-BIRD SONG	Larry Clinton & Ooh! Look-A There, Ain't She Pretty 'His Orch.
7. WE JUST COULDN'T SAY GOODBYE	Andrews Sisters The Bride and Groom Polka
8. LAROO, LAROO LILLI BOLERO	Bing Crosby The Story of Sorrento
9. NOW IS THE HOUR	Bing Crosby Silver Threads Among The Gold
10. ONE RAINDROP DOESN'T MAKE A SHOWER ..	Bob Carroll Pianissimo

ATTENTION - -

★ OPERATORS!

★ YOUR BEST BUY IN PHONOGRAPHS

★ BRAND NEW IN ORIGINAL CRATE

★ The Wurlitzer Model 1100 at \$1,349.

★ Wall Boxes Model 3025
★ 3 Wires 125.

★ Wall Boxes Model 3031
★ 30 Wires 65.

★ Perfect Point 2000 plays Phono
★ Needles at .40c ea. per 25 lot.

LEMIEUX AMUSEMENTS

1114-1116 RUE ST. VALLIER, QUEBEC, QUE.

NEW EQUIPMENT

A-F Cigarette Vender, Adams Fairfax Corporation, 5721 West Jefferson Boulevard, Los Angeles.

Art Show (Displays Photographs), Shipman Manufacturing Company, 1326 South Lorena Street, Los Angeles 23.

9EC Cigarette Vender, National Vendors, Inc., St. Louis.

Bottle Venders (Chieftain, Leader, Midget), General Vending Machine Corporation, 549 West Washington Boulevard, Chicago 6.

Kwik Shine (Shoeshiner), Kwik Shoe Shine Company, 3214 Broadway, Dept. E., Sacramento 17, Calif.

Maestro '48 (Juke Box), The National Filben Corporation, 1138 South Wabash, Chicago 5, Ill.

Select-a-Bar (Candy Vender), Shipman Manufacturing Company, 1326 South Lorena Street, Los Angeles 23.

Sapphire 99 (Phono. Needle), Duotone Company, Inc., New York.

Shine-o-Mat (Shoeshiner), name has been changed to Shine Betty, according to Carl E. Danielson, Sacramento, Calif., the inventor.

FOR SALE

2 Keeney Anti-Air Craft—25 Cycle	Each \$ 80.00	1 Home Run—(Candy Counter Game)	30.00
2 Merchantmen (Universal)	Each 100.00	1 Catch Ball—(Counter Game)	25.00
1 Western Baseball—25 Cycle	175.00	3 Holly Grippers	Each 20.00
1 Robot Pop-corn Machine (Universal)	50.00	1 Gripper (three way)	15.00
1 All Star Hockey—25 Cycle	200.00	1 Gripper (vertical type)	15.00
1 Name Stamping Machine, (\$50.00 worth of Tape included)	100.00	1 Victory (Counter Game)	10.00
3 Peek Shows	Each 20.00	4 Challengers	Each 35.00
1 Texas Leaguer	100.00	1 Kicker & Katcher	40.00
1 Quartascope	20.00	1 Shocker	20.00
		1 Advance Ballgun Machine (Vender)	15.00
		1 Columbus Peanut Vender	15.00



AMUSEMENT ARCADE

Canal Park

Hamilton Beach, Ont.

Prop., Ray Hexemer

TO BUY OR SELL EQUIPMENT

contact

WALLY WILSON

WILSON COIN MACHINE

191 PACIFIC AVE.

WINNIPEG

FOR SALE

USED PHONOGRAPHS

All makes & models, clean and ready for location
Write or wire for prices

Atlas Music Co.

Ernie Dowsett
OTTAWA

981—Bank St.

Phone 4-7833

ATTENTION - OPERATORS

Compare Prices and Order Now

WURLITZER		MISCELLANEOUS	
Model	Price	Model	Price
61C	\$150.00	Wurl. 24C Hideaway	\$350.
800	525.00		
750	525.00	Wurl. 616 Hideaway	175.
700	500.00		
600	400.00	Ami Adapter, New	35.
500	490.00		
24C	350.00	Three Buckley Boxes	8.
616	\$225.00		each
780	475.00		

Quality Machines with locations at reasonable prices.

THE ABOVE EQUIPMENT IS AT PRESENT ON

LOCATION AND WORKING—ALL FIRST CLASS

MAIL — WIRE — PHONE 22687

JIM LOUIS

9916 Jasper Ave.

Edmonton, Alberta

VAN DUSEN BROTHERS

10147-112 STREET

EDMONTON, ALBERTA

PH. 22505

Seeburg Phonograph Distributors for the Western Provinces

WE CAN STILL SUPPLY:

1948 Symphonolas and Hide-away Units
3-Wire Boxes 5, 10, and 25c
Tear Drop Speakers



USED MACHINES IN FIRST-CLASS CONDITION

Used Tone-Arms Wurlitzers -----	\$ 5.00	600 Wurlitzer -----	525.00
Used 39-Wire Seeburg Selectomatic Wall Boxes—		700 Wurlitzer -----	700.00
24 Selection in good condition -----	5.00	750 Wurlitzer -----	700.00
Used Wurlitzer 30-Wire Wall Boxes—Chrome finish	5.00	800 Wurlitzer -----	700.00
6 Slightly Used Packard Boxes -----	32.50	Mills "Throne of Music" -----	300.00
1 only—Seeburg Gem -----	400.00	Mills "Empress" -----	350.00
24C Wurlitzer -----	400.00	Gottlieb 3-way Grip Scales; First class condition --	42.50



We buy and sell used phonographs. Please send us your lists of equipment available.

AMUSEMENT MACHINES OF ALL KINDS

DETROIT JUKE OPS TRY SIX HITS FOR TWO BITS

The six for a quarter idea has been tried in Detroit and operators state that it is going to be a success. One operator, Max Marston states:—

"Six plays for a quarter is a better idea than anything that we can do, unless we get a 6 or 7-cent coin. We have tried it on 50 or 60 locations. Some operators indicated their satisfaction because, even tho there was no increased take, there was a smaller quantity of nickles and more quarters to count. In other words, there was less work for the collector. And I don't think we were driving away any actual business—if a man drops a quarter instead of five nickels you can't say fewer people played the machines.

"Seventy-five per cent of the operators who tried it reported increases of five to six dollars per week—a very encouraging sign," Marston declared. "However, most operators are reluctant to make the change. If the manufacturer made the changeover at the factory, there would be more success with the six-for-a-quarter idea, rather than leaving it up to the operator to make the switch. "Location owners like the idea. It has increased their average income a little bit. It is my theory that the oftener a phonograph is played, the more money it will take in in the long run, because that free play will encourage more people to drop more money into it.

"Everywhere it has been tried the operator and the location owner are for it, even if it has not meant an actual increase of business.

"There has not been a single case of loss of business reported on any location where the six-for-a-quarter went in," Marston pointed out. "This is an important favorable factor. But other plans, such as the dime play idea, have meant an actual drop in total business done.

"The six-for-a-quarter plan also gives the customer the idea that he is getting a little bit extra for his money, a vital good-will builder."



SELLING TO LOCATIONS IN NEW BRUNSWICK

A news report from New Brunswick states that there is one firm selling to locations and other operators contacting locations and offering ridiculous commissions.

The report follows—"These people are offering commissions that no operator could exist on. It is getting to the point where they cannot make money themselves and don't want anyone else to make it."

A number of large operators from Nova Scotia were in New Brunswick during May discussing the juke box business and possible affiliation with the C.C.M.I. to protect the industry.

OUR PRICES COMPARE WITH THE QUALITY Kingston Music Company

346 PRINCESS STREET, KINGSTON, ONT.
PHONE 8510

BRANCH 146-8 FRONT STREET, BELLEVILLE, ONT.
PETER LEE, Proprietor

SPECIAL SPRING SALE

LAST CHANCE

One Ball Payouts

Sport Page—4 Multiple (Console) 2 only	\$ 75.00
Thistledown—4 Multiple (Console) 1 only	85.00
Grandstand—4 Multiple (Console)	75.00
Gold Medal—4 Multiple (Console) 1 only	50.00
Saddle Club (Console) Double Coin Shutes	125.00
Hawthorne—10 Multiple (Console) 1 only	50.00
Hey Day—6 Multiple (Console) 1 only	50.00

One Ball Freeplays

Track Record—6 Multiple	\$150.00
Eureka—4 Multiple	55.00
Arrow Head	50.00
Ah-Sar-Ben	50.00
Arlington	100.00

10% Discount on any Three Music Boxes

Five Ball Freeplay

Bally Beauty	\$ 50.00
Flash	50.00
Sky Ray	85.00
League Leader	80.00
Seven up	82.00
Horoscope	80.00
Victory	90.00
Mascot	70.00
School Days	90.00
Lucky	65.00
Fox Hunt	70.00
Attention	65.00
Four Diamonds	85.00

Automatic Phonographs WURLITZERS

6-16	\$225.00
24C	400.00
600	500.00
700	600.00
Counter Models 61	175.00

SEEBURGS

3-Wire Wall Boxes	\$ 65.00
Crown	400.00
Classic	500.00
Vogue	425.00
Envoy	550.00
Cadet	550.00
Hideaway (New)	750.00

ROCKOLA

Imperial 20	\$225.00
Windsor	300.00
Luxury Lightup (1940 Junior)	450.00

A. M. I.

Top Flight, High Serial number, Brown Cabinet	\$200.00
Stream liner	375.00

WANTED TO BUY
One Mills Throne Phonograph Cabinet

Free Play Slot Units \$40.00

ARCADE EQUIPMENT

Seeburg Rifle Range Shoot the Chutes, Model G3 \$150. ea. Keeney's Air Craft—1 only \$40. ea.

Vending Machines of all kinds—Pin Games, Gum Vendeur Bought, Sold, Exchanged or Rented



Look-

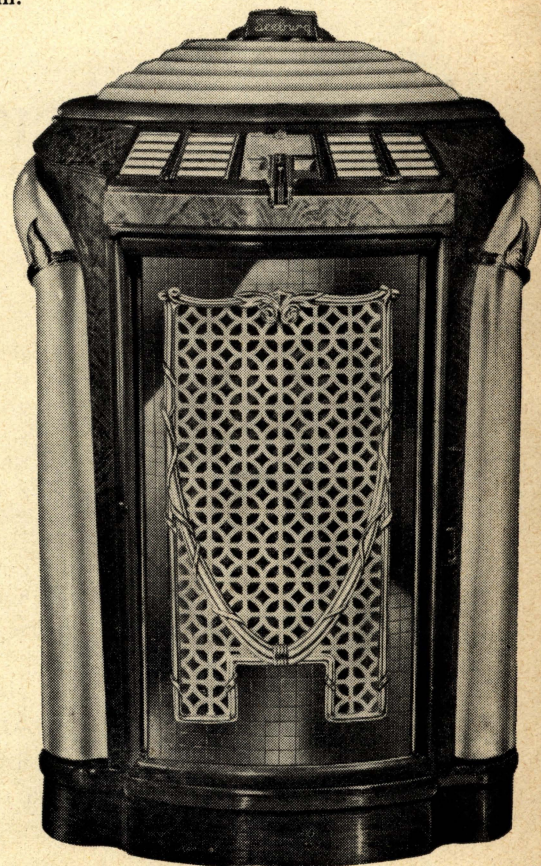
at the record!!!

Look at the record—by every measurement you'll agree the "148" Symphonola has earned its reputation as "America's foremost phonograph."

Only the Symphonola is scientifically engineered to provide Scientific Sound Distribution and Remote control without adapters, converters or other makeshifts. Beyond this, the Symphonola gives you everything you want in a phonograph—modern styling—all-aluminum cabinet—animated door and dome—numerous convenience features—the time-proved Seeburg mechanism.

See your

**SEEBURG DISTRIBUTOR
FOR A DEMONSTRATION**



Seeburg
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Model	
6-16	\$250.00
24C	425.00
500	500.00
600	475.00
800	675.00

SEEBURGS

Plaza	\$400.00
Casino	400.00
Classic	450.00
Crown	450.00
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Allows the player to manipulate the ball while in play. The biggest lift an old table ever had. Get your money back the first week.

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1948 BUCKLEY WALL BOXES

Beautiful Heavy Chrome Finish

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Full supply Photomatic
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in original crates

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ORIGINAL CRATES
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Lots of 100 -----ea. .38
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5000 to 10,000 plays

Wurlitzer

Main Gears

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